

AMENDMENTS TO THE SPECIFICATION:

Please amend page 17, lines 25-31 as follows:

The operating condition maintaining section (~~0505~~0503) and the operation controlling section (0504), the determining section (0505) and the operation executing section (0506) are not essential elements for the server apparatus (0402). For example, in such a case where the condition on which data such as profiles of a plurality of singers appeared in a music program is received by the condition information receiving system (0501) as the condition information of the terminals (0403), collected and processed to be used for the marketing in a music industry in the statistic processing section (0502), these elements may be omitted.

Please amend page 25, lines 1-5 as follows:

The above-mentioned process needs not to be performed in series as the same process in ~~FIG.~~ FIG. 6. For example, in some processes, the steps of the waiting till the reception of the viewing information (step S0701) and the reception of the viewing information in receiving (step S0702), the calculation of the advertising ratings (step S0704), and generation of program editing information (step S0705), may be performed with intervals.